Automotive

SEPTEMBER 21, 1992

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NEWSPAPER

latenews

GM hastens plan to cut jobs

DETROIT — General Motors is accelerating its drive to trim white collar employment, Chairman Robert Stempel told employees Friday.

While the goal remains at 20,000, GM now plans to finish the cuts by the end of 1993 rather than during 1994. GM already has reached its goal of 9,000 job cuts this year.

No change was announced in blue collar cuts.

— Phil Frame

Honda prices up $482 for '93

American Honda Motor Co. Inc. last week raised prices an average of $482, or 2.7 percent, on its 1993 Honda Division cars.

Earlier, the company had posted an average hike of

see LATE NEWS, 2

Olds' ad agency on the ropes

Rock: Dealers say Burnett is the No. 1 problem

RAYMOND SERAFIN
Crain News Service

In a move that will send shock waves throughout the automotive and agency world, Oldsmobile is putting its $140 million account — now at Leo Burnett USA — into review.

If Burnett loses the account, it would be the first time since 1958 that General Motors has dismissed an agency, reports *Advertising Age*, a sister publication to *Automotive News*. Burnett and its predecessor have had the Oldsmobile account since 1934.

Pressured by unhappy dealers, Oldsmobile's new general manager John Rock and general marketing manager Knox Ramsey decided to review the advertising contract, or open it to competition.

Burnett will be included in the review.

"Dealers have a lengthy list of concerns, and the agency is at the top of the list," Rock said. "We can't say that we want more of a partnership with dealers, and then tell them that the status of the agency is off-limits."

Rock to dealers: Sell Bravada or lose it ➤ 33

Rock: Olds should be like Saturn

Oldsmobile's sales have plummeted from over 1 million cars in 1986 to a projected 406,000 vehicles in the 1992 model year, which ends Sept. 30. Some critics have suggested that GM should drop the brand, but company executives have pledged to keep the division operating.

"We're looking at every aspect of our business, and as part of that we decided to go through an agency review process," Ramsey said.

We have a very high regard for Leo Burnett," added Ramsey, who said Oldsmobile has informed Burnett but hasn't yet contacted other

see OLDS, 33

Chrysler consolidates agency media buyers

JOSEPH BOHN
Staff Reporter

AUBURN HILLS, Mich. — Chrysler Corp. plans to streamline the media-buying activities of its three advertising agencies into a single group.

At stake is an estimated $400 million to $500 million in direct expenditures, according to John Damoose, Chrysler vice president of marketing.

"We've spent three hard years changing the culture of this company: cost-cutting, streamlining, process redesigning. The results are absolutely bubbling up. Now, we have to do it with the agencies," Damoose said.

Bozell, Jacobs, Kenyon & Eckhardt in

see CHRYSLER, 33

Prechter and Eaton to open 1993 World Congress

DETROIT — Chrysler Corp.'s Robert Eaton will address the 17th Automotive News World Congress just 10 days after assuming the chairmanship from Lee Iacocca.

Heinz Prechter, chairman of ASC Inc. in Southgate, Mich., also will address the Jan. 10 opening session of the congress at the Westin Hotel in Detroit.

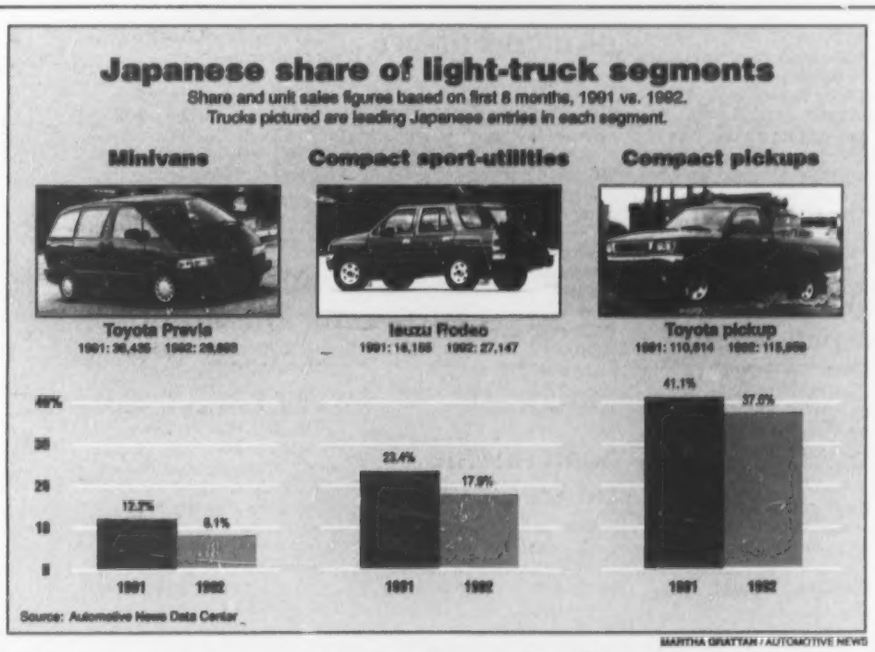
Besides Eaton and Prechter, 25 other automotive industry executives will speak during the four-day congress, which is held in conjunction with the North American International Auto Show. The 1993 Automotive News World Congress is co-sponsored by *Automotive News* and the University of Michigan Transportation Research Institute.

Keynote speaker Eaton began his automotive career at General Motors in 1963. He had risen to president of General Motors

see SPEAKERS, 32

Eaton

Prechter



MARTHA GRATTAN / AUTOMOTIVE NEWS

Japanese trucks fall in U.S.

Sales drop in all segments as domestic deliveries soar

KRISTINE STIVEN BREESE
Staff Reporter

LOS ANGELES — Politics, prices and competitive pressures are dragging the Japanese share of light-truck sales to an eight-year low.

Through August, sales of Japanese-badged minivans, sport-utilities and pickups had fallen 10.4 percent from 1991. Meanwhile, sales of Big 3 light trucks soared 15.4 percent, boosting the total light-truck market in the United States by 302,000 units.

The combination of lower sales and a bigger market has cost the Japanese 3.3 points of truck share in the January-August period. Their current share of 14.0 percent is more than six points below their peak in 1986. Since 1984, Japanese light truck share had not been below 14.4 percent.

Combined with other trends, the decline is a sign of tougher times for Japanese truck sales in the United States.

Trucks have remained a Big 3 stronghold, in part because imported pickups and two-door sport-utilities carry a 25 percent tariff. Congress is thinking about slapping the same tariff on imported minivans and four-door sport-utilities. And the Big 3, through its appeal of an International Trade Commission decision, want Mazda and Toyota to pay higher tariffs on minivans.

In addition, financial pressures on Japanese manufacturers mean they'll be less able to pursue every segment aggressively. The truck segments have been heavily influenced by a "Buy American" mentality for years, especially in the Midwest. Japanese marketing dollars will likely be spent on cars, although the good margins in some truck segments continue to appeal to the Japanese.

One such segment is larger pickups. In November, Toyota will introduce its new big pickup with hopes of selling 60,000 a year. It is expected to

see TRUCKS, 30

Domestic truck sales in high gear ➤ 6

Subaru to dump tiny Justy in 1994

It's latest casualty in a fading market

JIM HENRY
Staff Reporter

NEW YORK — Subaru of America Inc. plans to pull the plug on its Justy econocar in 1994, creating another casualty in a disappearing market.

Low gasoline prices and bigger baby-boomer families have shaved demand for cars at the very bottom of the price spectrum. As a group, the Justy and seven other cars available this year at base prices below $7,000 are selling at less than half their 1988 rate. And since Asian imports have dominated the segment, they are now hurting the most.

"There's no way (an import) can compete . . . and the more imported content you have, the worse it gets," said Robert A. Lutz, president of Chrysler Corp.

Lutz said the trend gives U.S. makers a chance to get back into the entry-level market. But for him, "entry-level" will mean a higher level of content, quality and price than the present offerings at the bottom.

He suggests that days are numbered for cars under $10,000.

And with good reason.

Two players with 1992 entries under $7,000, Daihatsu America Inc. and Yugo America Inc., have dropped out of the U.S. market this year. Annual sales of the Hyundai Excel have plunged by nearly 200,000 since 1988. Volume on the Korean-built Ford Festiva has dropped by more than a third.

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Automotive News

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Trucks pull sales ahead in the first 10 days. PAGE 6

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Ford gives European Escort a new look

Eighteen months after it was launched to generally scathing reviews, the European Ford Escort has been given a face lift and some structural upgrades. Changes include a new grille and bumpers, larger windows and more prominent headlamps and taillight clusters. Although it remains Britain's best-selling car, the new Escort has lost two points of European market share.

latenews

CONTINUED
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$582, or 2.5 percent on its Acura lineup.

The 1993 Honda Civic starts at $8,400, an increase of $300 over the 1992 model. The base Accord two-door is $13,750, up $450, and the Prelude is priced from $17,000, up $450.

A new model for 1993 is the Accord Special Edition sedan, which carries a sticker of $21,750.

Also pricing its 1993 cars last week was Hyundai Motor America, which announced an increase of 2 percent.

Hyundai's price leader, the Excel three-door hatchback, is $6,799, a boost of $204.

GM shares co-pay details

DETROIT — General Motors' white collar employees and retirees have learned details of the health care coverage they will be contributing toward for the first time.

Employees will have four coverage options, and the right to elect no coverage, beginning Jan. 1.

Plans range from no monthly premium but deductibles as high as $1,800 and co-payment provisions, to premiums as high as $148 a month and minimal deductibles and co-pays.

Retirees have the same choices, with some provisions delayed until 1994.

— Phil Frame

Californians get deal on Villager

DETROIT — Officials at Lincoln-Mercury Division believe the majority of its new Mercury Villager minivan sales will be leases, and officials are trying a sweeter deal than competitors in California.

Through December, California consumers will get free scheduled maintenance with two-year leases. The offer is good only in California, says Donald Huffman, L-M marketing plans manager, and the division has no plans to take the test nationwide.

Saab's name on credit card

Saab Cars USA Inc. last week joined the ranks of automakers that are linking themselves to credit cards.

The Saab Visa card is an affinity credit card, meaning that Saab will not directly issue the card and will not own the receivables, nor earn the interest income. The card is being issued by MBNA Bank of Delaware.

The card is being offered exclusively to Saab owners in a telemarketing program that started last week and a direct mail campaign slated for October, said spokeswoman Elke Martin.

The card is being offered in "silver" and more prestigious "gold" versions with a credit limit of up to $50,000.

It has no annual fee the first year and a "no fee" option thereafter if the cardholder charges a specified amount.

— Arlena Sawyers

Import post for Hutchinson

WASHINGTON — Philip Hutchinson, 54, has been named president of the Association of International Automobile Manufacturers. He will take over Sept. 30 when George Nield retires.

Hutchinson retired June 1 as vice president of public affairs, general counsel and secretary of Volkswagen of America Inc.

— Helen Kahn

3 reporters get new assignments

Three veteran *Automotive News* reporters have been given new assignments:

■ Arlena Sawyers will cover dealers, a new beat. She will write about malls, family succession, General Motors' Program 2000, new franchises, one-price selling, bankruptcies, customer satisfaction and other issues that directly affect new-car dealers. Charles M. Thomas will continue to cover the National Automobile Dealers Association, auctions, computers and service contracts.

Sawyers: dealers

Sawyers joined *Automotive News* in 1989, after 12 years at the *Detroit News*.

■ Mary Connelly will take over the marketing beat from Sawyers. She will cover automakers and their agencies, keeping readers abreast of advertising and marketing news.

Connelly has written for *Automotive News* since 1985. She has covered labor and, most recently, Chrysler Corp. She has been a journalist for 20 years.

Connelly: marketing

Bohn: Chrysler

■ Joseph Bohn will take over the Chrysler beat, writing about news from the boardroom to the showroom. In addition, he will continue as truck editor.

Bohn, a journalist for 24 years, joined *Automotive News* in 1970. His beats have included labor, marketing and engineering.

briefly

Rodney, move over

Americans scoff at Congress as a group but keep re-electing its members. And that's the way Congress views car dealers, says James Lust, next year's president of the National Automobile Dealers Association. "Legislators say and do pretty much what they want to us, because the retail auto industry is held in such low public esteem they don't have to worry about defending it," said Lust, who pressed the flesh with lawmakers during an NADA conference last week. "But even if Congress doesn't respect us as an industry, they do respect us as individuals."

SIGN OF TIMES — General Motors' purchasing czar Inaki Lopez will move his watch from his right wrist to his left when the company makes record profits, but **Oldsmobile** General Manager John Rock is watching for another sign. Spotting Oklahoma City Olds dealer Ed Eskridge in the crowd at the division's 1993 preview, Rock said, "When Ed Eskridge puts his **Honda** dual up for sale, I know things are OK with Olds again."

YOUTH MOVEMENT — To better target young adults, **Ford Motor Co.** has named 14 college students to the Ford National Youth Council. The students will meet with Ford three or four times a year, test vehicles and attend marketing programs. Member Earl Lucas, 22, an automotive design student at the Center for Creative Studies in Detroit, says Ford's benchmark should be **Mazda.** Lucas says Mazda cars don't "look like something your mother or father had."

WAVE OF THE FUTURE — The world's first electric car pool was scheduled to start operation this week. John Dunning, a manager at **General Motors'** Delco-Remy subsidiary working on the electric vehicle team, and Hank Wedaa, chairman of California's South Coast Air Quality Management District, learned that they live fairly close to each other in Orange County, and Dunning's 35-mile route to work takes him past Weida's office. Dunning's battery-testing **Geo** Storm had room for one more, so a car pool was born.

IF YOU CAN'T LICK 'EM — Chrysler Corp. President Robert Lutz says his firm's close ties with suppliers are "as close as you're ever going to get in the United States to a *keiretsu*." Lutz later bet his "entire annual compensation" that Chrysler's cooperative approach will work better than the supplier crackdown at **GM.** "The fear and intimidation approach just doesn't work," Lutz told the International Motor Press Association in New York. "I know — we tried it for years."

TOYOTA IS THE COPYCAT — Ford Division General Manager Ross Roberts took exception to a reporter's question about what product Ford would use to compete against **Toyota's** new mid-sized pickup truck, due to debut in November. "I think the Toyota truck is coming out to compete against our **F** series and the **Chevy** C/K," Roberts said. And referring to the Toyota truck being characterized as mid-sized, Roberts quipped: "I don't know about this mid-sized stuff. It's about as mid-sized as I am."

Roberts: a full-sized guy

Dealer sues over use of computer data

CHARLES M. THOMAS
Staff Reporter

Now that most dealerships are computerized from the showroom floor to the service department, questions are being raised over the value and ownership of consumer data collected by computer systems.

In an obscure lawsuit in Oregon, a Nissan dealer has sued computer vendor Automatic Data Processing Inc. of Hoffman Estates, Ill., alleging the company dipped into the dealership's data files after hours, lifted vehicle prices and then sold them.

Although the contract between Hutchins Imported Motors Inc. of Springfield, Ore., and ADP may have authorized the computer firm to collect the data, the dealership charges in its lawsuit that ADP had no right to gather the data. The suit was filed in Lane County Circuit Court.

"We are looking into the whole issue of dealer information and who owns it," said Jake Kelderman, National Automobile Dealers Association executive director of industry affairs.

Dealership computers contain a wealth of information on such topics as consumer credit, wholesale and retail prices, warranties, parts and service.

> "Our position is that any data in a dealership belongs to the dealer and he should guard it. Nobody has a right to it except the dealers."
>
> JAKE KELDERMAN
> NADA EXECUTIVE

Kelderman said that until recently, dealership computer systems have not been easy to access. But technology advances have made it easier for computer vendors to tap into dealer systems.

"Our position is that any data in a dealership belongs to the dealer and he should guard it," said Kelderman. "Nobody has a right to it except the dealer."

ADP declined an *Automotive News* request to discuss the issue. But the lawsuit says ADP's contract contains a clause authorizing it to extract data from dealerships.

It gives ADP "non-exclusive, royalty-free license to use and distribute the client data to third parties in statistical and/or compilation in forms in connection with ADP products and services."

It does not guarantee that the name of the dealership from which the information is extracted will be kept confidential.

That's how William Hutchins, owner of the Oregon dealership, discovered that ADP had lifted price information from his data base.

"An insurance adjuster called and asked about a car at my dealership that showed up on his price sheet," said Hutchins. "I asked him how the price information and my name got on his sheet, and he told me that the insurer buys the information."

Hutchins claims ADP has taken price information from the dealership since 1989 without his knowledge. He says ADP told him the company obtains the data on weekends and after hours so as not to disrupt business.

Hutchins claims he never gave ADP permission to dip into his dealership's computer files.

He has owned an ADP system since 1983. Three years ago, he leased a new system for $70,000 from ADP. Hutchins claims that ADP assured him dealership information would remain confidential and that he was unaware of the clause in the lease.

Hutchins spent $100,000 to replace the ADP computer and software. He is seeking $27 million in punitive damages and $174,000 in other damages, which would pay off both his lease from ADP and his new computer equipment.

The lawsuit says ADP violated the Uniform Trade Secrets Act.

ADP is a leading computer vendor that sells to thousands of new-car dealers in the United States.

Although most computer vendors have almost unlimited ability to rove around dealer files, theymaintain they don't abuse the privilege.

They say that when they enter computer systems, they are upgrading programs and performing other routine maintenance functions without the knowledge of the dealer. It is part of the service customers receive when they purchase a computer from a vendor.

Typically, computer vendors use special, dedicated telephone lines and computer

see DATA, 29

Same story: Trucks pull sales ahead

JIM HENRY
Staff Reporter

Trucks again outpaced the average gain for the industry in a strong early-September sales period.

Light-vehicle sales totaled 282,841, an increase of 9.0 percent on a daily-sales-rate basis. That topped 1992's overall pace; year-to-date volume was up 3.4 percent after eight months.

The early-September period included the Labor Day holiday and had eight selling days, compared to seven in 1991. Year-to-year percentage comparisons in this article are based on the daily selling rate.

As has been the case all year, cars again inched ahead while trucks took giant strides. Car sales rose 2.4 percent above the year-ago period; trucks jumped 20.8 percent. Trucks accounted for about 40 percent of the total volume.

Toyota and Pontiac provided exceptions to the trend. Toyota Motor Sales U.S.A. Inc. reported that its car sales volume more than doubled in early September.

Corolla sales shot up 77.5 percent to 3,965. About 40 percent of those were an all-new model introduced Sept. 4.

Pontiac's car sales rose 16.0 percent (daily rate), and the Grand Am more than tripled its year-ago total.

Overall, GM sales were up 2.4 percent in early September on a daily-rate basis.

At rival Ford Motor Co., Ford trucks outsold Chevrolet trucks by nearly 3,800 units.

Overall, Ford Motor Co. posted a 16.9 percent improvement.

Chrysler Corp. was up 20.9 percent. Helped by the extra day, Chrysler nearly doubled its light-truck volume, including Jeeps and minivans. Chrysler had a record month for minivans in August.

Automotive News estimates 10-day sales for Chrysler and for most imports.

American Honda Motor Co. Inc. slid 3.1 percent in early September, and Nissan Motor Corp. in U.S.A. fell 16.3 percent.

10-day sales table ➤ 29

Paris star

Renault will introduce the Twingo at the Paris auto show next month. The 135-inch long car will be marketed with just one equipment level and a price of about $10,600. A canvas-covered roof opening and air conditioning will be the only options. Power comes from a 55-horsepower 1.2-liter engine.

Ford realigns senior executives

KATHY JACKSON
Staff Reporter

Personnel changes at Ford Motor Co. last week give a further glimpse of how the company may operate after the retirements of Chairman Harold Poling and President Philip Benton.

Company sources say Benton will retire by the end of the year, and Poling has said he will leave next year.

Last week, veteran Executive Vice President Louis Ross, 60, moved from head of International Automotive Operations to the new post of executive vice president and chief technical officer.

W. Wayne Booker, 58, a Ford vice president who headed Asia Pacific Operations, succeeded Ross as executive vice president for International Automotive Operations. Robert Sparvero, 52, general manager of North American export sales, succeeded Booker and was elected a corporate vice president.

Booker's promotion appears to represent the biggest jump in rank and responsibility.

But Ross' job change diminishes some of the responsibilities of the Ford Automotive Group, headed by Allan Gilmour, who has been groomed for several years to succeed either Poling or Benton.

As chief technical officer, Ross will oversee the departments of technical affairs and automotive components. He also will supervise

Ross: chief technical officer

Booker: new executive vp

the launch of Ford's new CDW27 program, the joint manufacture and sale of replacements for the Tempo/Topaz in North America and the Sierra in Europe.

Sparvero: heads Asia group

Technical affairs is headed by John McTague, a Ford vice president. It includes Ford's environmental and safety staff; its Alpha division, which looks at futuristic concepts; and the design staff. Technical affairs used to report to Gilmour.

The $6 billion Tempo/Topaz program was supervised by Ross and Alex Trotman, North American Automotive Operations boss. Both reported to Gilmour.

Now, Ross will oversee the development and launch. The Sierra will debut in Europe for the 1994 model year, and the Tempo/Topaz will bow in the United States the following year. Ross will report to Benton.

Ford spokesman Al Chambers said Ross' new job was created to emphasize and coordinate the various technical areas.

"He (Ross), in effect, has been the technical spokesperson to the board for some time," Chambers said. "He will look at the technicals of programs, not the business and marketing."

Some Ford insiders wouldn't be surprised to see the Ford Automotive Group phased out when the new management team is put in place. Under that scenario, executives who now report to the head of the group would report directly to the president of Ford Motor Co.

Trotman and Gilmour are favored to replace Poling and Benton. But also waiting in the wings is Ken Whipple, 57, president of the Ford Financial Services Group since March 1988.

Whipple heads Ford's most profitable operation and was chairman of Ford of Europe from 1986 to 1988.

The Ford Automotive Group was established in 1987 to coordinate the domestic and overseas automotive operations. Benton was the first president of the group, and Gilmour was named to the post in 1989.

Dealers eke out more profits

MAX GATES
Staff Reporter

WASHINGTON — Sales continued to drag, but dealers made more money in the first half of 1992.

Dealers' before-tax profits averaged 1.7 percent in the January-to-June period, according to the National Automobile Dealers Association. That compares with barely 1.0 percent for each of the past three years, said Jake Kelderman, NADA's executive director of industry affairs.

Only 10 percent of NADA members lost money during the first half of the year. Last year, 20 to 25 percent of dealers lost money, Kelderman said in a report to the association's annual Washington conference and lobbying session last week.

Most of the upturn in profits came from tighter operations. Sales, especially new-car sales, remained stagnant. The average dealer hasn't made money on new-vehicle sales in five years, Kelderman said.

NADA Chief Economist Thomas Webb lowered his estimate of total car and light-truck sales this year to about 12.9 million. Webb earlier had predicted 13.2 million sales.

But Webb said he doesn't foresee a third downslide in this recession, a so-called triple dip. "We will have growth, but it will be painfully slow," he said.

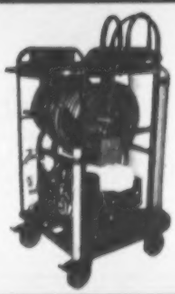
Despite the mixed financial news, the estimated 400 representatives of state and local dealer associations were in a generally upbeat mood.

The conference culminated Tuesday afternoon when dealer representatives went to Capitol Hill. At the top of their wish lists was a bill to prohibit mandatory binding arbitration in franchise agreements with automakers.

The dealers also pushed for repeal of the luxury tax on high-line cars and defeat of protectionist trade legislation aimed at Japanese-badged cars.

Dealers were also looking for protection from auto parts labeling laws currently getting a lot of attention in Congress. Those laws could contain requirements for labeling and certifying used parts that could create a paperwork nightmare for dealers.

CLEAN CARS SELL



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trucks

Orders in Class 8 augur strong '93

JOSEPH BOHN
Truck Editor

The heavy-truck market is swinging into high gear with sharp increases in retail sales and net new orders that set the stage for a strong 1993.

Net new orders for Class 8s more than doubled in July to total 16,795 units, up from 7,020 a year ago, according Rothschild Inc., a New York investment firm. For August, the firm estimated net heavy-truck orders at 14,000 units, a big gain over 7,776 a year earlier.

Normally, deliveries are scheduled for two to three months after orders are placed.

But now, fleets are spreading deliveries over the next 12 months, said Jim Hebe, Freightliner Corp. president.

Freightliner, Kenworth Truck Co. and Navistar International Corp. appear to be garnering the bulk of the orders, according to industry sources.

Frank Prezelski, an analyst with Rothschild, said the big increase in orders represents an attempt by fleets to lock into what are considered bargain prices.

The industry has been slashing prices for the past two years because of the recession.

"It reflects the trucking companies' anticipation of a much better 1993 and sets the stage for strong retail sales by manufacturers," Prezelski said.

Actually, truck company operators haven't been doing too badly this year. The tonnage of freight hauled has been rising steadily for 18 months.

August's order increase was particularly encouraging because a falloff had been anticipated following exceptionally strong orders in July.

The sustained increase in demand is now approaching a point at which manufacturers will have to increase production, Prezelski said.

Separately, the Motor Vehicle Manufacturers Association said Class 8 retail sales in August totaled 10,121 units, up 34.9 percent from the year-ago month.

Retail sales for the first eight months of 1992 totaled 74,289, up 16.4 percent from a year ago.

Medium-duty sales also are up over last year, though the recovery hasn't been as strong as for Class 8s.

Class 4-7 sales totaled 10,364 in August, up from 10,026 in August 1991.

For the first eight months of this year, medium-duty sales were 87,021, slightly ahead of the86,864 vehicles sold in the year-ago period.

While the strength of the medium-duty market earlier had been concentrated in the heavier end, it has now swung over to Classes 4 and 5, which are lately showing the biggest gains.

AUGUST 1992 TRUCK SALES BY GVW

	August 1992	August 1991	8 mos. 1992	8 mos. 1991
Class 1-3	124,961	99,329	929,998	788,590
Class 4	1,528	1,419	11,551	13,718
Class 6	689	422	4,123	3,672
Class 7	1,514	1,407	13,620	13,737
Class 8	1,024	518	8,813	5,546
FORD	**129,716**	**103,095**	**968,105**	**825,263**
Class 6	49	1	207	1
Class 7	160	9	905	9
Class 8	2,611	1,849	17,237	14,483
FREIGHTLINER	**2,820**	**1,859**	**18,349**	**14,493**
Class 1-3	104,066	89,850	769,378	726,075
Class 4	306	188	2,391	1,092
Class 5	6	32	55	94
Class 6	83	221	1,237	2,085
Class 7	439	495	3,679	4,270
CHEVROLET	**104,900**	**90,786**	**776,740**	**733,616**
Class 1-3	30,652	25,044	224,590	192,172
Class 4	158	86	1,176	713
Class 5	47	27	285	241
Class 6	199	186	6,797	2,441
Class 7	966	712	7,292	9,490
GMC	**32,022**	**26,055**	**240,140**	**205,057**
Class 7	13	24	132	198
Class 8	1,094	1,153	8,464	7,484
KENWORTH	**1,107**	**1,177**	**8,596**	**7,682**
Class 6	35	39	272	344
Class 7	79	52	581	460
Class 8	1,090	654	7,780	6,988
MACK	**1,204**	**745**	**8,633**	**7,792**
Class 6	19	31	315	222
Class 7	6	66	105	539
MERCEDES-BENZ	**25**	**97**	**420**	**761**
Class 4	0	2	0	17
Class 5	0	1	6	23
Class 6	660	900	4,770	5,483
Class 7	2,569	2,929	19,792	21,633
Class 8	2,104	1,471	15,130	15,107
NAVISTAR	**5,333**	**5,303**	**39,698**	**42,263**
Class 7	9	14	107	169
Class 8	857	819	6,875	6,244
PETERBILT	**866**	**833**	**6,982**	**6,413**
Class 7	54	110	545	665
Class 8	1,259	950	9,310	7,211
VOLVO/GM HEAVY	**1,313**	**1,060**	**9,855**	**7,876**
Class 1-3	4	6	14	166
Class 4	19	7	210	28
Class 5	33	31	338	263
Class 6	42	32	390	376
Class 7	50	37	458	417
HINO	**148**	**113**	**1,410**	**1,250**
Class 1-3	83	72	632	412
Class 5	74	71	538	489
Class 6	59	70	551	301
Class 7	26	27	210	238
NISSAN DIESEL	**242**	**240**	**1,931**	**1,440**
Class 1-3	311	422	3,392	4,208
Class 4	165	94	1,356	680
Class 5	91	68	637	598
Class 6	66	55	1,150	553
Class 7	14	20	138	153
ISUZU TRUCK	**647**	**659**	**8,673**	**6,192**
Class 1-3	174	154	1,271	1,126
Class 5	73	59	515	435
Class 6	43	54	404	261
Class 7	21	28	183	234
MITSUBISHI FUSO	**311**	**295**	**2,373**	**2,056**
Class 1-3	0	0	0	908
Class 4	0	0	0	297
Class 5	0	0	0	149
Class 6	0	0	0	96
IVECO TRUCKS*	**0**	**0**	**0**	**1,450**
WESTERN STAR Class 8	**43**	**45**	**406**	**419**
Class 1-3	142,728	142,683	1,182,980	1,077,684
Class 6,7,8	39	42	274	331
OTHER TRUCKS	**142,767**	**142,725**	**1,183,254**	**1,078,015**
CLASS 1-3	**402,979**	**357,560**	**3,112,256**	**2,791,341**
CLASS 4	**2,176**	**1,796**	**16,684**	**16,545**
CLASS 5	**324**	**289**	**2,374**	**2,292**
CLASS 6	**1,944**	**2,011**	**29,216**	**15,835**
CLASS 7	**5,929**	**5,930**	**47,747**	**52,212**
CLASS 8	**10,121**	**7,501**	**74,289**	**63,813**
TOTAL TRUCKS	**423,484**	**375,087**	**3,273,585**	**2,942,038**

*1991 figures are Automotive News estimates. Source: Automotive News Data Center and MVMA

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Ryder awards body contracts for '93s

JOSEPH BOHN
Truck Editor

Several major body-equipment companies won bids to equip Ryder Systems Inc.'s 1993 model chassis.

Utilimaster Motor Corp. of Wakarusa, Ind.; Grumman Corp. of Bethpage, N.Y.; and Morgan Trailer Manufacturing Co. of Morgantown, Pa., reportedly received orders for 1,800 to 2,000 vehicles each.

Supreme Corp. in Goshen, Ind., received a contract for about 1,100 units. In confirming his company's figure, Christy Miller, Supreme's vice president of manufacturing, noted it was twice the size of last year's.

The converters are expected to finish equipping Ryder's 1993-model chassis by May — just in time for the peak summer moving season.

This year's big trend is for people to leave California, said James Mellott, Supreme vice president of sales and marketing. So rental companies want a lot of their vehicles built there, he said.

Supreme is close to receiving another big order for a completely new, all-fiberglass body it created for Tru Green Corp. of Memphis, Tenn., according to Mellott.

Tru Green acquired Chem Lawn Inc. of Columbus, Ohio, and wants to strike a more environmentally harmonious image with modern-looking, low profile vehicles that also have the ability to handle chemicals, fertilizers and fungicides.

Tru Green calls the new body design the Rhino.

ADVERTISING SUPPLEMENT

AUTO AUCTIONS MARKET FACILITIES AND NEW SERVICES TO DEALERS

For years, the Dallas Auto Auction conducted auctions in a building that had once been a food warehouse.

The enormous increase in the volume of vehicles sold at the auction during the 1980s forced the auction's owner, Anglo American Auto Auctions, Nashville, to construct a new facility on a nearby 100-acre site.

The new facility contains features unthinkable in the old building.

A state-of-the-art air exchange system draws emissions away from dealers attending the auctions. An automated body shop, a computerized paint shop and a $100,000 car cleaning system rivals that of any new-car dealership.

The sophisticated computer stores pictures of dealers who register for the auction, tracks their buying patterns as well as vehicles bought and sold. A silent paging system uses television monitors located around the auction to page people or provide information by remote.

The modernization of the Dallas Auto Auction is but one example of the massive modernization that occurred across the auto auction industry during the 1980s. Virtually every major auto auction in the country underwent renovation or new construction.

The National Auto Auction Association estimates more than $1 billion was invested by auctions in new or improved facilities in the past decade.

Auction attendees, above, gather for weekly auctions in facilities that are new or have been renovated in the past decade. Below, auctions today operate modern car-washing systems and sophisticated paint booths that rival those of new-car dealerships.

Building boom is over

While the auto auction business is expected to remain strong throughout the 1990s, no one predicts a continuation of the explosive growth in vehicle volume of the past decade.

The building boom is also over. The chains and independent operators say they are done with construction.

Darryll Ceccoli, president of Manheim Auctions, Atlanta, says in addition to modernizing auction facilities, the industry gained sophistication in the way it does business.

"We became inventory trackers, paint, body and reconditioning experts," he adds. "We learned to market in a bigger way to get the message out to new-car dealers about factory sales. We learned new sophisticated operating systems."

With this new infrastructure in place but with the prospect of lower volumes of program cars, auto auctions face the challenge - and opportunity - to find new markets and new ways to use their facilities, capabilities and people.

1990s: The decade of customer service

If the 1980s were the decade of explosive growth, the 1990s willbe the decade of customer service.

"I think if you are doing business today like you did yesterday you are behind the times," says Larry Hedrick, owner of Statesville Auto Auction, Statesville, N.C. and outgoing president of NAAA. "Instead of just passing one title to another and collecting a fee, I see auctions adding a lot more services in the future."

Barry Roop, general manager of the Dallas Auto Auction and incoming NAAA president, predicts some auctions will create job positions exclusively aimed at customer service.

"These will be employees whose job is to keep tabs on an account, be it a manufacturer, a fleet/lease customer or a new- or used-car dealer, to make sure those customers are handled properly," says Roop.

"Auction people realize if their business are to succeed we have to not only do what we do efficiently but we must make customer service absolutely key," adds Roop.

Auctions adopt 'cradle to grave' approach

An advancement Manheim's Ceccoli sees is a more "cradle to grave approach" to the resale business. This approach has been used to some extent by some auctions, but Ceccoli expects it to become more widespread.

In this concept, auctions track a vehicle, pick it up and transport it to the auction. The auction then reconditions and sells the vehicle and transports it to the buyer.

Larry Brasher, owner of Brasher's Sacramento Auto Auction, Rio Linda, Calif. and Brasher's Northwest Auto Auction, Eugene, Ore. calls it the full-service auction.

Brasher says the concept will be expanded from primarily transportation and reconditioning to include repossession services for financial institutions, financing, titling administration and warranties, many of which are already offered by his West Coast auto auctions.

Marketing reconditioning to dealers

Auctions must also find new markets for their modernized reconditioning services. New-car dealers top the list of prime candidates.

"Hundreds of millions of dollars were invested by auctions for the benefit of manufacturers to put the program cars into A-1, ready-to-sell condition," says Anglo President Michael Richardson. "With manufacturers' demand decreasing, we will concentrate our efforts on marketing our reconditioning services to dealers who don't have the facilities and don't have the money or permits to build these facilities.

Adds Manheim's Ceccoli: "Our paint booths and reconditioning operations are second to none. Now we have the opportunity to market our reconditioning services to other customers, whether they are auction users or not. And I predict our shops will be full again."

Computers allow host of new services

Along with modernizing their buildings and reconditioning operations, most auctions installed sophisticated computer systems during the 1980s. Those computer systems allow auctions, among other things, to track their customers and their buying patterns as well as vehicles.

"Automation has opened a whole range of possibilities that never existed before," says Ray Nichols, co-owner of Bel Air Auto Auction, Bel Air, Md. "It allows auctions to gather a data base on its customers - both buyers and sellers."

Echoes Richardson: "Data processing and computer information will become a huge part of our future."

Wire transfer of funds will be commonplace in the future, predicts Lin Musick, owner of Pensacola Auto Auction, Pensacola, Fla. as well as auctions in New Orleans and Alabama.

"Instead of using checks," he says, "we'll wire funds directly into our accounts and wire funds out of our accounts into our customer's account."

Computer automation also makes auctions at satellite locations a future possibility.

Skyline Auction Group already has conducted off-site sales for Mercedes in Jacksonville, Fla.

"I don't know if there is a future for remote sales for us," says Dennis Thee, Skyline president. "But the concept does appear to have certain advantages. The cars never leave the location, and everything is handled on the spot.

"Whatever the outcome, computers, which can be taken anywhere, will allow auctions to be more flexible and creative," adds Thee.

But high-tech won't replace the high-touch nature - that is the personal attention to the customer - of the auto auction business, insists Ceccoli, of Manheim.

Floorplanning: Still off in the future

Auto auction operators are mixed about whether providing floorplanning to dealers will become a widespread practice in the future. Floorplanning has been tried and is now offered by some auctions but has yet to spread widely throughout the industry.

Brasher predicts an increasing number of auctions will extend credit to dealers. His West Coast auctions provide financing for 45 days to their dealers.

Other auction operators, including Skyline's Thee, believe financing by auctions has inherent problems, including the need for a major financial source and instant confirmation of a customer's credit report.

Warranties: has their time come?

Likewise, warranties get similar mixed reviews. Some auctions have offered warranties on vehicles they sell, but the practice too has yet to become widespread. Still, many auction operators believe it is in their future.

"I think it's a thing of the future - a big thing," says Richardson.

Adds Ceccoli: "There's room for warranties. It's a matter of how you bring it out."

Brasher's California auto auction already offers a warranty. Called the Sacramento 500, the warranty guarantees that if the dealer-buyer has a mechanical problem in the first four days or 500 miles, whichever comes first, the seller will fix it.

Auctions tap new markets

Many auction companies also are using or looking at using their sophisticated auctioneering skills and modernized facilities to sell items other than motor vehicles.

Manheim, for example, obtained a contract with the U.S. Department of Justice to sell merchandise seized by the U.S. marshals east of the Mississippi River. That merchandise has included, so far, gold bullion, art and jewelry. ■

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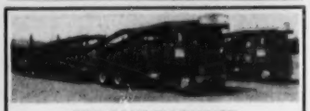

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DATA

Dealer, ADP clash over computer files

continued from PAGE 6

ports to enter computer systems to correct problems or make data base changes.

"We may be making adjustments to a dealer's computer system five times a week," said Jack Proud, senior vice president of automotive systems for Reynolds and Reynolds Co. in Dayton, Ohio.

Proud decscribed one typical situation.

He said a dealer may have performance problems — the computer slows down — at certain times of the day. The vendor will enter the system to monitor the number of programs and transactions running in that period. The vendor can then suggest remedies.

"Sometimes the computer industry doesn't do a good enough job of telling dealers the number of services we perform in the dealership without their knowledge," said Proud. "We are constantly fixing programs and making upgrades to keep the systems current."

Even Reynolds and Reynolds has an interest in dealer information. It has teamed with J.D. Power and Associates, a market research firm in Agoura Hills, Calif., to collect raw data from dealers who subscribe to a new service.

Power analyzes data on topics such as consumer satisfaction, then gives dealers its findings.

David Kiefer, national marketing manager for Auto Tell Service, based in King of Prussia, Pa., says the company doesn't have access to the systems of most of its customers because most modifications are sent to the dealerships on tape.

But the company is selling some auto-dial modems that enable it to make modifications by telephone.

"We feel the data belongs to the dealers, and we don't want to use it without permission," Kiefer said.

Manufacturers are limited to the information they can obtain from dealers.

They have access only to information in dealership computer systems that dealers want them to have.

"A dealer must decide on privacy on an individual basis," said Kelderman.

"As the market becomes more competitive and information more critical, dealer information will become more of an issue."

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Lab gets funds for battery r&d

BERKELEY, Calif. — The Lawrence Berkeley Laboratory, a government research center, will get $1.1 million for basic research on lithium-polymer batteries for electric vehicles. Until now, the lab's high-tech batteries have been tiny, as for a watch.

The U.S. Advanced Battery Consortium has a $260 million research budget.

LEASE

For '93, GM offers attractive plan

continued from PAGE 3

That means if a car's sticker is $20,000, the most the dealer can charge is $18,400 in determining the rate.

Oldsmobile excludes the Eighty Eight, Ninety Eight and Bravada from this program. Buick and Pontiac also exclude some models.

If a customer opts for an uncapped rate, dealers can charge 7 percent interest and base the transaction on as much as the full sticker price of the vehicle, while getting the same residual value support.

One of the drawbacks of the new lease programs is that none of the option package rebates GM is offering on 1993 models can be applied to those plans.

GM has made a major change in its rebates this year, basing them on the value of its optional equipment packages. The more expensive the package, the higher the rebate.

The 1SB equipment package on the Oldsmobile Ciera, for example, carries a $500 rebate, and the more expensive 1SD package carries a $750 rebate.

"But," Pickelhaupt said, "you can't use the special lease program in conjunction with the rebate program."

10-DAY CAR AND TRUCK SALES, BY MAKE

See story on Page 6

	Sept. 1-10, 1992	Sept. 1-10, 1991
ALFA ROMEO (imp. car)*	43	82
Acura (imp. car)	2,454	2,238
Domestic car	10,377	10,231
Imported car	3,431	2,212
Honda	13,888	12,443
AMERICAN HONDA	16,262	14,681
ASTON MARTIN		
Imported car*	1	1
BMW (imp. car)*	1,188	1,047
Domestic car*	2,279	2,210
Imported car*	0	9
Domestic truck*	115	65
Chrysler Division*	2,394	2,284
Domestic car*	6,419	6,222
Imported car*	478	716
Domestic truck*	13,041	7,342
Imported truck*	103	57
Dodge*	29,841	14,337
Domestic car*	668	648
Imported car*	213	156
Eagle*	881	804
Domestic truck*	5,037	2,836
Jeep*	5,837	2,836
Domestic car*	3,734	3,620
Imported car*	297	313
Domestic truck*	4,807	2,707
Plymouth*	8,837	6,639
Domestic car*	13,100	12,699
Imported car*	988	1,195
Domestic truck*	23,000	12,950
Imported truck*	103	57
CHRYSLER CORP.*	37,191	26,901
Imported car*	56	97
Imported truck*	18	47
DAIHATSU*	73	144
FERRARI (imp. car)*	18	18
Domestic car	25,027	19,663
Imported car	838	752
Domestic truck	34,330	25,104
Ford Division	60,195	45,519
Domestic car	3,170	2,189
Lincoln	3,170	2,189
Domestic car	6,810	4,857
Imported car	1,126	1,045
Domestic truck	323	0
Mercury	8,259	5,902
Domestic car	35,007	26,709
Imported car	1,964	1,797
Domestic truck	34,653	25,104
FORD	71,624	53,610
Domestic car	10,719	10,547
Buick	10,719	10,547
Domestic car	4,745	4,296
Cadillac	4,745	4,296
Domestic car	17,449	19,830
Imported car	3,216	2,093
Domestic truck	30,794	24,310
Imported truck	81	49
Chevrolet	51,540	46,282
GMC	8,484	6,063
Domestic car	9,828	8,993
Domestic truck	499	551
Oldsmobile	10,327	9,544
Domestic car	10,254	7,555
Imported car	234	366
Domestic truck	593	336
Pontiac	11,081	8,257
Domestic car	4,973	1,941
Saturn	4,973	1,941
Domestic car	57,968	53,162
Imported car	3,450	2,459
Domestic truck	40,290	31,280
Imported truck	81	49
GENERAL MOTORS	101,789	85,950
HYUNDAI*†	2,095	2,881
Imported car*	116	222
Domestic truck	1,394	519
Imported truck*	469	1,169
ISUZU*	1,979	2,910
JAGUAR (imp. car)*	111	247
LAMBORGHINI (imp. car)*	3	3
LAND ROVER (imp. trk.)*	52	82
LOTUS (imp. car)*	5	5
MASERATI (imp. car)*	4	4
Domestic car	1,309	658
Imported car*	2,873	2,907
Domestic truck	447	201
Imported truck*	1,542	2,617
MAZDA*	6,171	6,383
MERCEDES-BENZ		
Imported car*	723	1,015
Domestic car	1,449	959
Imported car*	1,088	1,315
Imported truck*	233	477
MITSUBISHI*	2,770	2,752
Infiniti	891	960
Domestic car	2,150	1,386
Imported car*	4,207	5,655
Domestic truck	2,373	2,181
Imported truck*	784	688
Nissan*	9,514	9,910
NISSAN MOTOR CORP.	10,405	10,870
PEUGEOT (imp. car)*	0	115
PORSCHE (imp. car)*	75	81
ROLLS/BENTLEY		
Imported car*	4	4
SAAB (imp. car)*	456	485
STERLING (imp. car)*	0	96
Domestic car	699	634
Imported car*	773	813
SUBARU*	1,472	1,447
Imported car	99	80
Imported truck	254	211
SUZUKI†	353	291
Lexus (imp. car)	1,824	1,143
Domestic car	7,811	3,399
Imported car	9,129	3,673
Domestic truck	2,296	0
Imported truck	4,403	3,592
Toyota	23,639	10,664
TOYOTA MOTOR SALES	25,463	11,807
Audi (imp. car)*	289	166
Imported car*	1,432	1,716
Imported truck*	27	96
Volkswagen*	1,459	1,812
VWoA*	1,748	1,978
VOLVO*†	793	1,267
YUGO (imp. car)*	0	64
Domestic car	129,870	109,837
Imported car	40,555	35,821
TOTAL CAR	170,425	145,658
Domestic truck	104,453	72,335
Imported truck	7,985	9,065
TOTAL TRUCK	112,418	81,400
TOTAL CAR & TRK	282,842	227,058

*Estimated †Breakdown of North American built and imported car sales not available.
There were 8 selling days in the period this year and 7 last year.

PONTIAC

New campaign touts 'driving excitement'

continued from PAGE 3

Mark Gjovik, DMB&B management supervisor on the Pontiac account, said the division is taking on the imports as a way of reaching out to import intenders and reassuring domestic buyers that Pontiac cars are just as good as the imports.

Added Noel Nauber, DMB&B group creative director: "We want to keep focused on relevant features and salient benefits. Our cars, under close scrutiny, hold up and in many cases exceed the competition. We've got the stuff and, in some cases, the stuff they don't have."

The 1993 campaign is a departure from Pontiac's advertising trademark of the 1980s: shots of hard driving cars, pulsating music, people depicted in leisure activities. Then, the focus was style, with little or no emphasis on value and quality.

Pontiac's image readjustment for the 1990s began in earnest last spring with a TV spot for Bonneville, called "Market Street." In that spot, two executives discussed the virtues of various luxury cars and compared Bonneville to Lexus and BMW.

Pontiac's fall buys include network TV, cable TV, radio, newspapers and magazines.

Gjovik said Pontiac's fall media schedule will include fewer TV programs and publications, but with greater frequency.

Pontiac's print campaign will include "copy splits" in newsweeklies, meaning that subscribers will get different Pontiac ads in their magazines depending on their ZIP codes.

Gjovik said, "Now we can target more specifically the media that is more friendly to reaching (our) audience."

Europe's sales up in August, but future gloomy

DIANA T. KURYLKO
Staff Reporter

FRANKFURT — European auto sales rose 3.6 percent in August with the aid of a 38.7 percent increase in Germany, but analysts said the rise is only temporary.

According to *Automotive News* estimates, sales in the 17-nation market rose to 1,049,800 units last month from 1,013,000 a year earlier. But for the eight-month period, sales were down 2.3 percent from last year, to 9.56 million.

Sales in Germany, Europe's biggest market, soared to 228,900 units last month from 165,000 a year earlier.

But analysts said the 1991 figure was artificially depressed by the expiration of incentive programs. "Germany is working off the backlog and getting back to normal levels," said Edmund Chew, who follows the industry for DRI/Europe in Frankfurt.

For the eight-month period, German sales were off 11.5 percent to 2.77 million units.

Arthur Maher, an analyst in DRI's London office, said European makers are moving deeper into recession: "The downturn in Europe will continue into 1993."

Italy, Europe's second biggest market, was down 2.6 percent for the month but was up 3.7 percent for the year through August. The Italian market has been showing solid gains since August 1991.

Sales in the United Kingdom edged up 1.7 percent last month to 373,800 units, but still were off 2.5 percent for the year to date. Analysts expect sales to total about 1.55 million this year, the lowest since 1980.

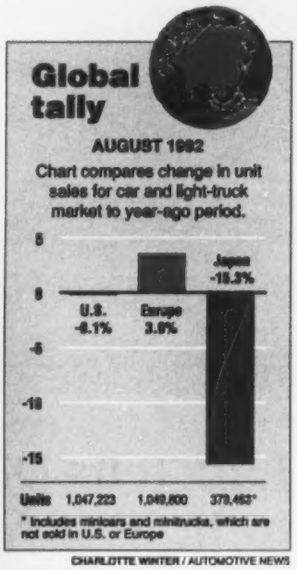
Despite a cut in the value-added tax to 18.6 percent from 22 percent, sales in France remained flat in August at 153,000 units. For eight months, sales in France were up 0.2 percent.

Ford of Europe surpassed Volkswagen AG as Europe's best-selling automaker in August. Ford sales rose 5.7 percent, to 148,300, while Volkswagen jumped 16.3 percent from a weak 1991 month, to 144,300.

But Ford, which recently announced production cuts, cannot maintain that momentum.

Analysts expect Ford and other makers in the United Kingdom to slash output further in the coming months amid currency and interest-rate problems.

For the eight months, VW sales totaled 1.63 million units to Ford's 1.12 million.



CHARLOTTE WINTER / AUTOMOTIVE NEWS

EUROPEAN SALES BY MANUFACTURER

Ranked by year-to-date Manufacturer	August 1992	August 1991	8 mos. 1992	8 mos. 1991
Volkswagen[1]	144,300	124,100	1,632,600	1,578,200
Peugeot S.A.[2]	133,500	136,300	1,153,300	1,127,300
General Motors[3]	126,900	112,800	1,144,400	1,197,200
Fiat Auto[4]	82,500	91,600	1,122,300	1,235,200
Ford[5]	148,300	140,300	1,121,200	1,184,800
(Jaguar)	1,700	1,800	7,900	9,100
Renault	105,200	88,700	1,008,800	953,400
Nissan	41,100	42,800	311,900	335,200
Mercedes-Benz	27,900	34,700	294,000	330,400
Toyota	29,600	33,400	227,000	265,900
Rover	48,900	54,200	222,600	261,900
Mazda	21,300	23,700	193,900	215,100
Volvo	17,600	16,900	147,100	143,000
Honda	17,800	15,300	126,200	127,600
Mitsubishi	11,800	14,900	115,600	143,500
Suzuki	8,100	8,600	76,200	74,600
Lada	7,700	9,500	63,200	75,900
Subaru	3,400	3,400	37,600	38,300
Saab	4,600	4,100	37,000	36,000
Daihatsu	3,800	4,200	32,900	38,700
Skoda	4,400	4,100	32,800	34,600
BMW	36,600	32,300	318,800	287,000
Others	24,700	17,100	142,200	106,500
TOTAL	1,049,800	1,013,000	9,561,600	9,790,300

1 Includes Volkswagen, Audi and Seat brands.
2 Includes Peugeot and Citroen.
3 Includes Opel, Vauxhall, GM—U.S. and Isuzu; excludes Saab.
4 Includes Fiat, Alfa Romeo and Lancia.
5 Includes Jaguar.

NEW-CAR SALES BY COUNTRY IN EUROPE

Country	8 mos. 1992	Pct. change vs. 1991
Germany	2,768,600	– 11.5
Italy	1,722,400	3.7
France	1,368,300	0.2
United Kingdom	1,175,600	– 2.5
Spain	696,000	13.5
Belgium-Lux.	387,600	3.5
Netherlands	353,800	– 8.7
Austria	238,800	6.8
Switzerland	214,200	– 5.0
Portugal	188,100	23.0
Greece	128,800	14.6
Sweden	110,300	– 9.7
Denmark	63,600	5.3
Ireland	56,000	– 0.9
Finland	49,500	– 26.9
Norway	40,000	11.7
TOTAL	9,561,600	– 2.3

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Lordstown defeated Mexico in GM pact

LIZ PINTO
Staff Reporter

The Mexican standoff in Lordstown, Ohio, between the UAW and General Motors earlier this month ended when GM flinched first.

A strike at the Lordstown fabricating plant had GM against the wall, and GM wanted to avoid a separate strike at the Lordstown assembly plant where 7,800 workers threatened to walk off the job. Many analysts believe the company caved in to union demands too soon.

The most significant portion of the agreement that staved off a strike by the assembly workers was a guarantee by GM that any decline in production of the Chevrolet Cavalier and Pontiac Sunbird will come out of the production schedule at GM's plant in Ramos Arizpe, Mexico, not Lordstown.

GM spokeswoman Linda Cook said, "Based on our forecasts and schedules, we believe we will be able to support both plants (Lordstown and Ramos Arizpe) with orders."

Michael Luckey, an independent analyst, said the concession could affect GM's ability to reduce costs by keeping work at Lordstown during economic downturns instead of allowing GM to take advantage of lower Mexican production costs.

"GM should have hung a lot tougher in Lordstown," Luckey said. "The Mexican concession sets a precedent for other plants to get the same kind of deal and will have strong implications for the industry because of pattern agreements."

Harley Shaiken, labor expert from the University of California San Diego, calls that portion of the settlement "clear and extremely important language" that "explicitly addresses the relationship of U.S. and Mexican plants that produce the same or similar product for the U.S. and Canadian market."

The Plymouth Acclaim and Ford Escort are produced at both U.S. and Mexican plants.

Steve Babson, a labor expert at Wayne State University in Detroit, said Ford's Wayne, Mich., plant, which builds the Escort, is concerned about production moving south of the border and taking jobs along with it.

He said the Lordstown provision "could very well produce interest in that kind of protection" for other Big 3 plants.

Bill Bowers, president of UAW Local 1112 in Lordstown, said the agreement at the assembly plant "guarantees our future by guaranteeing that any decline in production will be suffered in Mexico not in Lordstown."

The UAW is playing up that part of the settlement in the aftermath of the agreement by the United States, Canada and Mexico on a free trade pact. UAW President Owen Bieber has said the trade pact "will vaporize thousands and thousands" of good-paying U.S. jobs.

The trade agreement must be ratified by the legislatures of the three countries before it takes effect.

Labor leaders fear automakers will transfer jobs to Mexico to take advantage of cheaper labor and relatively relaxed environmental protection costs.

Analysts estimate that Mexican labor costs are one-tenth of those in plants in the United States.

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3-door Escort lure tested

Calif. offer adds free equipment

KATHY JACKSON
Staff Reporter

Using California as a test market, Ford Motor Co. hopes to increase three-door Escort LX sales by jazzing up the model with a sports package and offering it to California buyers free of charge.

The sports package includes a liftgate spoiler; 14-inch aluminum wheels; bigger tires; sport steering wheel and tachometer. Retail cost to buyers of the package in other parts of the country is $757. But for Californians, it will be free.

"This will definitely increase sales" of the three-door, said Jim Forster, new-car sales manager at Ray Andrews Ford in Covina, Calif.

The three-door LX needs help. Ford implemented a national one-price Escort program in April when the 1993 models went on sale. Under the program, all LX models — the three-door, five-door, sedan and wagon — sell for the same price: $10,899 for the manual and $11,631 for the automatic. Standard equipment includes power steering, rear window defroster, air conditioning and other equipment.

But sales of the three-door have suffered because most Escort buyers want the larger vehicles. Ford Division General Manager Ross Roberts says wagon sales represent over 50 percent of total Escort LX sales, compared with 17 percent before the one-price program began.

"It's the best value in America — period," Roberts said of the Escort wagon.

But workers at the Wayne, Mich., plant, who assemble the three-door model, have faced massive downtime, while their colleagues at Hermosillo, Mexico, who produce the wagon and sedan, are working a steady schedule.

"We recognize the concerns of workers at the Wayne assembly plant," Roberts said. "We need to se'l more three-doors so we'll look at a lot of opportunities to take care of that issue."

The sports package will be part of the one-price program only in California. Roberts says Ford Division is considering other programs for other parts of the country. "We're looking at several alternatives which should equalize downtime," he said.

California has been an important market for Ford's test programs. Sales of the 1992 Thunderbird soared 100 percent and sales of the 1992 Cougar jumped 85 percent in the Golden State after Ford loaded the vehicles with equipment and sold them at base-car prices.

California dealers say adding the sports package to the three-door Escort should make a difference.

"Before, it was just a plain three-door car," said Bruce Newmark, general sales manager at Midway Ford in Los Angeles. Newmark said with the sport appearance group, "it will make the car more competitive to the imports; it will now appeal to the market it was intended for — the younger buyer."

The three-door also gets a radio and cassette player as standard.

Forster said about 10 percent of his Escort orders had been for the three-door, but with the new sport package, he will raise his three-door mix to about 20 percent.

Mercury has record budget to spend on Villager launch

DETROIT — Lincoln-Mercury will spend an estimated $20 million on the 1993 Mercury Villager advertising launch — the most expensive launch in the division's history.

Lee Miskowski, L-M general manager, said the extensive campaign is needed because the division has no minivan owner body and must attract a new group of buyers.

L-M has scheduled a "roadblock" on the four major TV networks to advertise the Villager at 9 p.m. Sept. 24. The division will reach 51 million people within minutes.

A four-page insert in *Time, Life, Newsweek, Reader's Digest, USA Weekend* and automobile enthusiast publications also is planned.

Villager ads stress the message: "The Minivan that Drives Like a Car."

Miskowski said the theme of advertising for the 1993 Mark VIII is "Drive Everything Else First." The Mark VIII, bowing Dec. 26, will compete with the Lexus SC400 and SC300, the Acura Legend and the Cadillac Eldorado.

The Mark VIII will be priced between $37,000 and $38,000, and is expected to appeal to buyers 45 to 50 years old with a $100,000 annual income, Miskowski said. Fifty-five percent of buyers are expected to be male.

In a departure from recent years, Mercury plans a TV spot showcasing its seven car lines. "We want to let our consumers know that we make more than just big cars," Miskowski said.

Mercury retains its theme line: "All This and the Quality of Mercury." Lincoln keeps its established theme: "What a Luxury Car Should Be."

The division will be the exclusive sponsor of the TV miniseries "The Wild West," a 10-hour, five-night program airing in March.

SUBARU

Tiny Justy marked for death in 1994

continued from PAGE 1

"I'm not sure anybody makes money in the segment. I know we don't," said Joel Pitcoff, research and analysis manager for Ford Motor Co.

And now Subaru of America plans to kill its money-losing Justy in the United States, said Chuck Worrell, executive vice president.

"It's become too expensive for what it is, and when you look at the numbers, it really doesn't make sense," he said last week.

Subaru sold only 2,444 Justys in the first eight months of this year, down 50 percent from last year. And 1991 sales were 75 percent below 1988. Fuji Heavy Industries Ltd., which builds Subarus, has a Justy replacement in the works for 1994 or 1995, but America probably won't get it.

The basic 1992 Justy is priced at $6,945. But such features as four-wheel drive, air conditioning and automatic transmission (Subaru's Electronic Continuously Variable Transmission) push the sticker to $10,537.

The eight nameplates with models priced below $7,000 accounted for 223,377 sales in 1991, compared with 474,093 in 1988. The only one to increase volume over the span is the Geo Metro, which is built in Canada on a Suzuki platform. The Metro and its Suzuki Swift twin are the only two among the eight to increase volume through the first eight months of 1992.

The extreme low end is being squeezed on all sides:

- Manufacturing costs are rising in Japan and also in Korea, the countries where most econocars are built.
- Consumers are demanding bigger and better cars. Safety and emissions requirements have also boosted entry-level prices.
- Plans for most of the cars were made in the mid-1980s, when the dollar was worth about 250 Japanese yen. Since then, the rate has fallen and stayed at about half that, making Japan's exports to the United States less profitable.
- Gasoline prices are low. In 1981, after the last gas crisis, all subcompacts had 29.8 percent of the market, according to Ford figures. Last year, their share was 19.6 percent.
- People at the entry level have the least money, obviously. When the economy turns down and credit tightens up, they're the most vulnerable. And there are fewer potential entry-level buyers out there. The "baby bust" has followed the baby boom, and the boomers are now driving bigger cars.

"Entry-level buyers have the lowest creditworthiness and the highest need to finance. That hurts them. They're buying a used car or keeping the old car," said Ford's Pitcoff.

Chrysler's Lutz said he couldn't predict where entry-level prices will be a year from now.

"The real question in this segment is, what kind of a car do you give people? If you give 'em a tiny, little box, with no content and no value perception, you're going to have real trouble," he said.

"If you give 'em an entry-level car with a big package, with features not normally found in a car of this type, with a level of performance not found in a car of this type, with excellent styling, we think we can find 250,000 to 300,000 customers for a car like that," Lutz said.

"Now, I've given you our game plan," he said, referring to the PL line of subcompacts that replace the Shadow/Sundance in the 1994 model year.

Without the Justy, Subaru will rely on the compact Legacy and the subcompact Impressa, which replaces the 8-year-old Loyale next February. The new car hasn't been officially named for the U.S. market, but insiders refer to it as the Impressa, which is its name in the Japanese market.

Subaru in the future will also sell a smaller volume of a "third vehicle," Worrell said. That's likely to be a sport-utility built by another maker, maybe Nissan Motor Corp., Fuji's partner in Japan.

ECONOCAR SALES, 1987-1991
(Cars priced $7,000 or less)

	1991	1990	1989	1988	1987
Geo Metro/Sprint	90,712	97,165	52,792	48,088	60,359
Daihatsu Charade	6,202	10,630	15,118	11,460	0
Ford Festiva	42,080	52,520	69,328	69,167	26,750
Hyundai Excel	66,376	100,590	148,563	264,282	263,610
Mitsubishi Precis	3,329	4,665	15,037	21,713	20,658
Subaru Justy	6,741	14,363	21,536	27,313	13,240
Suzuki Swift	4,845	6,525	6,009	524	0
Yugo	3,092	6,359	10,576	31,546	48,812
TOTAL	**223,377**	**292,817**	**338,959**	**474,093**	**433,429**

Source: Automotive News Data Center

Subaru sold only 2,444 Justys in the first eight months of 1992, just half of year-ago period sales. And 1991 sales were 75 percent below the 1988 total.

Lutz tells Dodge dealers to hold to Viper price

NEW YORK — Some Dodge dealers are gouging customers for more than twice the $50,000 suggested retail price of the Viper sports car, says Chrysler Corp. President Robert Lutz.

"I hate to say it, but I guess we underpriced it," Lutz told the International Motor Press Association.

He confessed it was "kind of nice" to have a car that sells at such a high premium.

But he said Chrysler tries to discourage gouging: "We don't like what's going on. We're contacting dealers and pointing out that this is the creation of dissatisfied customers."

As of last week, Dodge had built 120 Vipers, he said. Plans call for 200 to be built this year, but production is supposed to jump to 5,000 in 1993. Through the end of August, 39 Vipers had been sold.

"They (customers) will find out we are not producing a limited-edition collection series. We have to produce this thing in some volume," Lutz said.

He said some dealers have stuck to company policy and sold for sticker price, only to have customers sell the car for a much higher price at auction. He said last week one was resold for about $118,000.

One general manager said his dealership had received only one Viper, and he decided to hang onto it, rather than sell it to one customer and anger everybody else.

"With all the hype this car has gotten, then you only get one car out of 200, it would be ridiculous to sell it at sticker. What does Chrysler expect?" said Carl Galeana of Saturn of Warren (Mich.).

The family also owns Van Dyke Dodge in Warren.

— Jim Henry

SPEAKERS

Eaton, Prechter top World Congress list

continued from PAGE 1

Europe when on March 16, 1992, the Chrysler board chose him to succeed Chairman Lee Iacocca. He also was elected a member of Chrysler's board of directors.

At GM, Eaton held various management and engineering positions before being named assistant chief engineer at Oldsmobile in 1979. He became director of quality and reliability for Oldsmobile and vice president in charge of the advanced engineering staff in 1982.

In 1986, Eaton was named vice president and group executive in charge of the GM technical staffs, and in 1988, he was appointed to the Europe post.

Prechter formed ASC in a two-car garage in 1965, and expanded to Detroit in 1967. Today, ASC Inc. is the parent company of three worldwide subsidiaries: American Sunroof Co., Automobile Specialty Co. and Aeromotive Systems Co.

The company supplies the auto industry with vehicle conversions and specialty components, including sunroofs, convertibles and vinyl tops.

Prechter began installing sunroofs while studying business administration and English at San Francisco State College.

Prechter is also active in national politics, and he heads a presidential advisory committee on international trade. Prechter accompanied President Bush to Japan last winter.

Eaton and Prechter will open the 1993 Automotive News World Congress in an evening session Sunday, Jan. 10. Two days of sessions will follow, including a gala dinner Tuesday night.

The Automotive News World Congress concludes with a private tour of the North American International Auto Show on Wednesday, Jan. 13. For more information, write Wendy Barhydt and Lisa Hart, Automotive News World Congress, UMTRI/OSAT, 2901 Baxter Road, Ann Arbor, MI 48108-2150. The telephone number is (313) 764-5592.

INCENTIVE WATCH— DEALER INCENTIVES

NEW PROGRAMS

VOLKSWAGEN (1992 models; expires Sept. 30)

Cabriolet, Corrado	$1,500
Passat	$750
Fox, Golf	$500
Jetta GL and Carat	$500

CONTINUING PROGRAMS

ACURA (1992 models; expires Nov. 3)

Legend sedan	$2,500
Legend coupe	$1,000

AUDI (1991 models, no expiration date)

Audi 100 and 200	$1,500
Audi 90	$1,000

Rebates apply to models purchased by dealer from Audi of America port stocks.

BMW (no expiration date)

750iL (1991)	$10,000

CADILLAC (1992 models, expires Sept. 23)

Eldorado, Seville (except STS)	$0-1,500, based on number sold

CHEVROLET (1992 models, expires Sept. 23)

Corvette ZR-1	$2,000
Other Corvette	$1,000
G van conversion	$1,000

FORD (1992 models; expires Sept. 23)

Taurus SHO (demos)	$2,000
Econoline van conversion	$750

GMC (1992 models; expires Sept. 23)

G van conversion	$750-1,000, quota

HONDA (1992 models; expires Sept. 30)

Accord	$500
Civic	$400

ISUZU (expires Sept. 30)

Impluse (1991)	$2,500
Impulse (1992)	$1,500
Stylus (1991 Calif.)	$800-2,000
Stylus (1991)	$800-1,100
Stylus (1992)	$500
*Pickup (1991-'92)	$800-1,600
*Rodeo (1991-'92)	$400-1,400

*Dealer can choose flat payment or one based on number sold.
Dealer has the option to sharing rebate with buyer.

LOTUS (1991, no expiration date)

Elan	$5,000
Esprit Turbo	$11,000-15,000

MITSUBISHI (1992 models; expires Sept. 30)

Expo/Eclipse (combined)	0-$1,200, based on number sold
Galant or pickup (dealer's choice)	0-$1,200, based on number sold

NISSAN (1992 models; expires Sept. 30)

Maxima SE	$250
Sentra 2-dr.	$800
Other Sentra	$950
Maxima GXE	$1,000
240SX (except conv.)	$1,000
Stanza	$2,000
Pickup	$1,750

PEUGEOT (no expiration date)

405	$5,000
505	$6,000

SUBARU (1992 models, expires Nov. 3)

Legacy (invoiced before Feb. 4)	$500-2,500
Legacy (invoiced after Feb. 3)	$1,000-3,000
SVX	$2,000
Loyale awd wagon	$800

SUZUKI (expires Oct. 2)

Swift (1993)	$300-500
Swift (1992)	$500-1,000
Sidekick (1993)	$300-600
Sidekick (1992)	$700-1,000

TOYOTA (expires Nov. 3; all rebates are based on dealer's performance against quota)

Tercel (1992)	$100-500
Celica, Corolla (1992)	$400-800
Compact pickups:	
Base 1992	$800-1,200
Other 1992	$300-700
Base 1993	$600-1,000
Other 1993	$100-500

Chrysler mails its minivan incentive to 1.7 million

ARLENA SAWYERS
Staff Reporter

incentive WATCH

Chrysler Corp. is making direct-mail discount offers to 1.7 million current minivan owners.

Buick and Oldsmobile are offering option package discounts on 1993 models, and Chevrolet has rebates on some 1993 cars and trucks.

Volkswagen United States Inc. is offering dealer incentives on 1992 models, and Ford Motor Co. has implemented a new retail lease program.

Chrysler Corp. is mailing "Minivan Purchase Certificates" worth the $599 price of anti-lock brakes or $500 on minivans not equipped with ABS. The discounts apply to the purchase or lease of 1992 and 1993 **Plymouth** or **Dodge** short- or long-wheelbase minivans. The certificate is worth $500 on the **Chrysler** Town & Country minivan, which has ABS as standard equipment.

The certificates are being sent to 1.7 million persons who currently own 1987 through 1990 Chrysler minivans. The first mailing of 670,000 went out in early September.

The second mailing, directed to about 1 million persons, will go out this month. Owners of 1984 through 1992 minivans who do not receive a certificate can obtain one from their local dealer.

The certificate expires Nov. 27.

Through Jan. 24, **Buick** and **Oldsmobile** are offering rebates on 1993 vehicles depending on the option package selected. The Buick rebates range from $250 to $1,500; Oldsmobile's range from $500 to $1,500.

Chevrolet rebates on 1993 cars and trucks expire Sept. 23. The rebates range from $500 to $1,000 on cars and from $300 to $1,000 on trucks.

The 1993 Geo Storm has no rebate, but 2.9 percent financing for up to 48 months is available.

Through Sept. 30, **Volkswagen** is paying dealers $500 to $1,500 on its 1992 cars.

Ford Motor has implemented a new lease program in an effort to hype sales of the Ford Taurus and Mercury Sable.

With a $1,000 down payment, consumers can lease a Taurus for 24 months at $249 a month, and the company guarantees the residual price at 50 percent at the end of the lease.

The Sable program is identical except the down payment is $1,500.

Staff Reporter Kathy Jackson and Special Correspondent Jennifer Heil contributed to this report.

INCENTIVE WATCH — CUSTOMER INCENTIVES

CONTINUING PROGRAMS

CHRYSLER CORP.
Expires Sept. 30. In lieu of rebates, finance rates of 4.9 to 9.9 percent.

1993 models

Chrysler LeBaron 2-dr.	$1,500
Imperial, New Yorker Fifth Ave.	$1,250
N.Y. Salon	$750
LeBaron sedan, conv.	$500
Dodge Daytona	$1,000
Dynasty	$750
Shadow, Spirit	$500
Dodge Ramcharger, Ram pickup (gas)	$1,500
Ram wagon/van conversion	$1,000
Dakota	$500
Eagle Talon	$500
Jeep Wrangler	$500
Plymouth Sundance, Acclaim, Laser	$500

1992 models

Chrysler LeBaron coupe and conv., Imperial, N.Y. Fifth Ave.	$1,500
N.Y. Salon, LeBaron sedan	$1,000
Dodge Shadow conv.	$1,500
Other Shadow, Daytona, Spirit, Dynasty	$1,000
Colt 3-door (exclude Calif., Hawaii)	$700
Dodge Ramcharger	$2,000
Ram pickup (gas)	$1,500
Ram wagon/van conversion	$1,000
Dakota	$750
Ram 50 (exclude Calif., Hawaii)	$750
Eagle Talon Turbo	$1,500
Other Talon, Summit 4-door	$1,000
Summit 3-door (exclude Calif., Hawaii)	$700
Summit wagon	$500
Jeep Comanche	$750
Wrangler	$500
Plymouth Laser Turbo	$1,500
Other Laser, Sundance, Acclaim	$1,000
Colt 3-door (exclude Calif., Hawaii)	$700
Summit wagon	$500
Minivans: Calif., Hawaii — long and short wheelbase	$1,000
Other states: short wheelbase	$500
Long wheelbase	$1,000

1991 models

Chrysler LeBaron coupe and conv., Imperial, N.Y. Fifth Ave.	$1,500
N.Y. Salon, LeBaron sedan	$1,000
Dodge Shadow conv., Daytona	$1,500
Other Shadow, Spirit, Dynasty	$1,000
Colt 3-door (exclude Calif., Hawaii)	$700
Dodge Ramcharger	$2,000
Ram pickup (gas)	$1,500
Ram wagon/van conversion	$1,000
Dakota	$750
Ram 50 (exclude Calif., Hawaii)	$750
Eagle Talon Turbo	$1,500
Other Talon, Summit 4-door	$1,000
Summit 3-door (exclude Calif., Hawaii)	$700
Summit wagon	$500
Jeep Comanche	$750
Wrangler	$500
Plymouth Laser Turbo	$1,500
Other Laser, Acclaim, Sundance	$1,000
Colt 3-door (exclude Calif., Hawaii)	$700
Vista	$500
Minivans: Calif., Hawaii — long and short wheelbase	$1,000
Other states — short wheelbase	$500
Long wheelbase	$1,000

FORD MOTOR CO.

1993 models

Expires Dec. 18. In lieu of rebates, 7.9 percent financing is available unless otherwise indicated.

Ford Crown Victoria	$1,000
Tarus (regional)	$500-750
Tempo, Festiva	$500
Escort (regional)	$200-500
Mustang (regional)	0-$500
Ford Bronco, Econoline RV pkg.	$1,000
Aerostar, Econoline Club Wagon	$500
F series (regional)	0-$300
Lincoln Town Car, Continental (no finance incentive)	$1,000
Mercury Grand Marquis, Capri	$1,000
Sable (regional)	$500-750
Topaz	$500
Tracer (regional)	$200-500

1992 models

Expires Dec. 18 unless otherwise indicated. In lieu of rebates, 7.9 percent financing is available.

Ford Crown Victoria (exp. Oct. 31)	$2,000
Probe, Thunderbird	$1,500
Festiva, Taurus SHO	$1,000
Other Taurus (regional)	$750-1,000
Mustang (regional)	$500-1,000
Tempo Victoria	$500
Escort (regional)	$400-1,000
Ford Econoline RV	$1,300
Bronco	$1,000
Ranger (regional)	$750-1,000
Aerostar (regional)	$500-1,000
F series	$300
Lincoln Mark VII	$3,000
Town Car	$2,000
Continental	$2,000
Mercury Grand Marquis (exp. Oct. 31)	$2,000
Cougar	$1,500
Capri (regional)	$1,000-1,500
Sable (regional)	$750-1,000
Tracer (regional)	$400-1,000
Topaz	$500
Crown Victoria; Grand Marquis for owners of Ford Motor Co. products	$1,000

1991 models

Expires Sept. 23. In lieu of rebates, financing rates of 2.9 to 7.9 percent are offered.

Ford Probe (regional)	$1,500-2,000
Thunderbird	$1,500
Mustang (regional)	$1,000-1,500
Taurus SHO (regional)	$600-1,000
Other Taurus (regional)	$400-1,000
Tempo	$400
Ford Econoline E-150 RV pkg.	$1,300
Bronco	$1,000
Aerostar (regional)	$400-1,000
Ranger, F series, Econoline, Club Wagon	$400
Mercury Capri	$2,000
Cougar	$1,500
Tracer LTS (regional)	$400-1,500
Other Tracer, Sable (regional)	$400-1,000
Topaz	$400

GENERAL MOTORS

1993 models

Expires Sept. 23 for Chevrolet, Jan. 24 for Buick, Oldsmobile and Pontiac. In lieu of rebates, 2.9 to 6.9 percent financing is available.

Buick Riviera, Park Avenue Ultra	$750-1,000
Century, LeSabre, Regal, Roadmaster, Skylark	$250-1,000

Rebates based on option package offered.

Chevrolet Caprice	$1,000
Corsica, Beretta, Lumina, Lumina APV	$500
Chevrolet S10 Blazer, Sport Van (with YF-7 pkg.)	$1,000
S10 pickup, other Sport Van, Tracker, Astro	$500
C/K pickup (reg. cab)	$300
Oldsmobile Bravada	$1,500
Silhouette, Eighty Eight	$750-1,000
Ninety Eight	$500-1,000
Achieva, Cutlass Ciera, Cutlass Supreme	$500-750

Rebates based on option package ordered.

Pontiac Grand Am, Grand Prix, Bonneville, Trans Sport	$500

1992 models

Expires Sept. 23. In lieu of rebates, finance rates of 2.9 to 6.9 percent are offered. Some rebates vary by region.

Buick Century, LeSabre	$250-1,000
Skylark	$500-1,250
Regal	$750-1,500
Roadmaster, Park Avenue	$1,000
Riviera	$2,000

Rebates based on option package ordered.

Cadillac DeVille, Brougham, Fleetwood	$2,000
Chevrolet Geo Metro (manual), Camaro, Corsica, Beretta, Caprice	$500
Geo Metro (automatic)	$700
Cavalier	$750
Geo Metro conv.	$1,000
Geo Storm, Geo Prizm, Lumina	$1,500
Chevrolet C/K pickups	$300
Astro, G-Van	$500
Geo Tracker (2wd), S/T pickup	$750
Lumina APV	$1,000
Geo Tracker (4wd)	$1,300
G-Van Upfit	$2,000
S/T Blazer	$500
GMC G-Van, Safari	$750
Sonoma	$2,000
Jimmy (exclude Typhoon)	$500-1,000
Oldsmobile Sihouette, Eighty Eight	$500-1,250
Cutlass Supreme	$500-2,000
Custom Cruiser, Bravada	$500-2,500
Toronado	$750
Achieva	$1,000
Cutlass Ciera	$1,500
Ninety Eight	

Some rebates may vary by region.

Pontiac Sunbird, Grand Am	$500
Grand Prix	$500-750
Bonneville, Firebird Trans Sport	$750

Rebates vary by geographical areas.

1991 models

Chevrolet Geo Storm (expires Sept. 23)	$750

HYUNDAI (expires Oct. 2)

Sonata ('91)	$2,000
Excel ('91)	$1,200
Scoupe SE ('91)	$1,000
Other Scoupe ('91)	$1,500
Sonata ('92)	$1,500-$2,000
Elantra ('92)	$750-1,000
Excel ('92)	$500-750
Scoupe ('92)	$500-750

CARB approves Cummins engine

COLUMBUS, Ind. — Cummins Engine Co.'s L10 is the first natural gas fueled heavy-duty engine to receive the California Air Resources Board's approval. It was certified for the transit bus market in that state.

The company also has begun producing a clean-burning diesel version of the 10-liter, called the L10-280E. The engine is designed to meet the same stringent 1994 urban bus emissions set by California and the federal government.

Separately, Cummins said its N14-430 heavy-duty diesel is the latest in its Command engine series to produce a 430 horsepower rating. Like other N14 Command engines, the engine features a newly designed block and other technological changes.

Discovery's U.S. debut delayed

LONDON — The U.S. debut of Land Rover's new Discovery could be a year or more away while the vehicle is revised and upgraded for American buyers, the company's commercial director said last week.

"We won't send it until we feel it's right," said John Russell. "Apart from satisfying legal requirements, we are working to adapt Discovery to United States tastes."

One problem that surfaced is that although the four-wheel-drive sport-utility is marketed as a rugged, go-anywhere vehicle, clinics have shown that Americans find the Discovery's interior "too utilitarian."

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
FORD MOTOR CO.		
Dearborn, Mich.	**9/21**	
Ford Mustang		2,800
Oakville, Ontario	**9/21**	
Ford Tempo		3,000
Mercury Topaz		1,250
GENERAL MOTORS		
Detroit-Hamtramck, Mich.	**9/21**	
Buick Riviera		165
Cadillac Eldorado		200
Cadillac Seville		400
Doraville, Ga.	**9/21**	
Oldsmobile Cutlass Supreme		2,130
Total U.S. car		**5,695**
Total Canada car		**4,250**
Total units lost week of 9/21		**9,945**

Source: Automotive News Data Center

Parts groups seek changes in trade pact

MAX GATES
Staff Reporter

WASHINGTON — Two trade groups told a House subcommittee last week they don't like the special protection given to Canada's parts industry under the North American Free Trade Agreement.

The industry wants to see loopholes closed that could give an advantage to its competitors in Canada and Japan, or force higher levels of U.S. investment in Mexico over the next 18 months.

Other concerns may emerge this week when President Bush is expected to release an industry critique of the deal. In it, parts makers, automakers and truck firms detail their views of the agreement.

Last week, parts associations said they are unhappy with provisions in the text that set aside an estimated 15 percent of the parts in Canadian-built vehicles for Canadian parts makers. That provision existed under previous U.S.-Canada trade agreements and was retained under the proposed U.S.-Mexico-Canada deal.

In testimony before the House subcommittee on trade last Thursday, the 900-member Automotive Parts and Accessories Association urged that special protections for Canadian parts makers be dropped. The group said U.S. negotiators should reject any effort by Mexico to adopt similar protective measures.

At the same hearing, the Motor and Equipment Manufacturers Association raised fears that Mexico may try to force U.S. companies to increase their investments south of the border before free trade would take effect in January 1994.

Mexico could do that by putting into effect more of the trade restrictions contained in its 1989 Auto Decree. Most of the Auto Decree restrictions would be eliminated over the first 10 years after the trade pact takes effect.

In the meantime, "we believe the U.S. government must monitor this situation and seek resolution of any problems which develop before January 1994," said Christopher Bates, director of policy analysis and international trade for MEMA.

Staff Reporter Lindsay Chappell in Nashville, Tenn., contributed to this report.

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are assembled in the United States unless noted. Vehicles are cars unless noted.

	Est. 9/14-9/18/92	Actual 9/7-9/12/92	9/1 9/19/92	Year 1/1-9/19/92	Year 1/1-9/21/91
Concorde (Can.)	782	17	800	846	0
LeBaron A	0	499	1,001	3,111	0
LeBaron J	0	755	1,570	37,818	18,846
New Yorker	0	510	1,087	12,622	4,838
Fifth Avenue	0	1,043	2,131	31,171	20,786
Imperial	0	176	352	4,291	5,902
Town & Country (trk.)	600	405	1,413	13,171	3,010
Total Chrysler Div.	1,382	3,405	8,353	103,030	53,399
Sundance	1,595	1,281	4,210	47,418	44,047
Acclaim	0	1,399	2,765	53,446	56,887
Voyager (trk.)	2,440	2,081	6,095	73,882	69,353
Voyager (Can. trk.)	3,006	2,499	7,113	83,152	80,302
Total Plymouth	7,041	7,260	20,184	257,998	250,589
Intrepid (Can.)	1,013	1,265	3,269	7,844	0
Daytona	375	273	927	10,556	5,026
Shadow	2,280	1,799	5,889	71,083	48,866
Dynasty	0	1,535	3,005	62,479	88,276
Spirit	0	1,177	2,383	50,961	52,480
Viper	15	15	42	172	0
Monaco (Can.)	0	0	0	0	8,552
Caravan (trk.)	2,430	2,365	6,815	94,540	81,054
Caravan (Can. trk.)	3,498	2,845	8,133	119,972	102,904
Caravan C/V (trk.)	50	60	143	2,131	2,492
Caravan C/V (Can. trk.)	96	80	230	4,704	12,446
Dakota (trk.)	3,675	2,767	9,157	105,294	62,809
Ram pickup (trk.)	1,200	897	2,998	41,591	56,702
Ram wagon (Can. trk.)	350	264	844	15,800	14,518
Ram van (Can. trk.)	1,610	1,304	3,945	50,508	29,323
Total Dodge	16,592	16,648	47,781	637,855	565,448
Vision (Can.)	420	292	1,038	4,286	0
Premier (Can.)	0	0	0	0	9,557
Cherokee (trk.)	3,000	2,285	7,680	99,945	103,705
Comanche (trk.)	0	0	0	952	3,721
Grand Cherokee (trk.)*	3,420	2,718	9,029	65,314	1,560
Briarwood (trk.)	0	0	0	330	2,121
Wrangler (trk.)	1,575	1,180	3,956	10,712	0
Wrangler (Can trk.)	0	0	0	28,962	44,210
Total Jeep-Eagle	8,415	6,475	21,704	210,501	184,874
Total U.S. car	4,295	10,482	25,362	385,148	345,954
Total Can. car	2,215	1,574	5,187	12,978	18,109
Total U.S. truck	10,390	14,758	47,286	507,062	386,527
Total Can. truck	8,588	6,992	20,266	303,096	283,703
CHRYSLER CORP.	33,436	33,796	98,822	1,298,884	1,034,293
Escort	0	4,644	9,232	132,471	150,696
Mustang	2,692	2,165	7,101	72,238	67,468
Tempo	2,311	1,805	6,068	100,350	82,430
Tempo (Can.)	0	2,940	5,046	90,101	76,647
Taurus	11,316	8,977	28,325	296,001	234,835
Thunderbird	2,276	1,758	5,776	62,636	55,559
Crown Victoria (Can.)	2,251	1,842	5,382	78,216	68,233
Aerostar (trk.)	4,957	3,986	12,955	138,155	124,293
Bronco (trk.)	0	573	1,145	18,324	12,626
Explorer (trk.)	4,785	4,418	13,123	213,761	196,696
Mazda Navajo (trk.)	0	0	0	2,982	8,546
Econoline (trk.)	4,480	3,531	8,011	139,149	97,475
Heavy (trk.)	954	789	2,504	33,078	24,561
Light truck (trk.)	7,725	7,827	23,378	317,773	221,247
Light truck (Can. trk.)	3,055	2,459	7,244	88,299	73,663
Ranger (trk.)	144	0	144	156,312	196,790
Total Ford Division	46,946	47,714	136,454	1,941,846	1,693,765
Topaz	2,089	1,589	5,194	45,040	34,634
Topaz (Can.)	0	951	1,838	36,135	25,362
Cougar	1,524	1,189	3,860	40,600	43,188
Sable	1,884	1,511	5,567	92,646	74,983
Grand Marquis (Can.)	2,562	2,070	6,384	78,197	74,161
Mercury Villager (trk.)	854	700	2,084	8,109	0
Nissan Quest (trk.)	499	421	1,222	4,787	0
Total Mercury	9,412	8,431	25,150	305,514	252,328
Continental	842	665	2,185	28,287	40,696
Mark VII	0	0	0	2,380	7,126
Town Car	2,530	1,999	6,563	84,742	95,724
Total Lincoln	3,372	2,664	8,748	115,409	143,546
Total L-M Division	12,784	11,095	34,898	420,923	395,874
Total U.S. car	27,484	26,362	79,882	957,391	867,330
Total Can. car	4,813	7,803	18,658	282,649	244,493
Total U.S. truck	24,398	22,245	64,566	1,034,430	884,234
Total Can. truck	3,055	2,459	7,244	88,299	73,663
FORD MOTOR CO.	59,730	58,809	170,352	2,362,769	2,069,639
Skyfark	1,855	873	4,286	43,503	30,947
Century	1,710	0	2,412	60,425	66,987
Regal (Can.)	2,200	2,135	5,965	69,600	88,978
Riviera	0	251	412	8,149	14,813
Park Avenue	1,965	1,052	3,330	42,298	79,183
LeSabre	3,614	2,730	7,169	114,954	53,537
Roadmaster sedan	921	519	1,946	32,834	22,237
Roadmaster wagon	205	2	207	7,131	18,444
Reatta	0	0	0	0	1,206
Total Buick	12,470	7,562	25,746	378,894	376,332
Eldorado	0	326	507	22,392	8,125
Seville	0	658	1,016	33,365	17,795
Brougham	1,108	438	1,771	5,017	14,841
DeVille	3,793	2,293	6,170	80,951	112,953
Allante	64	51	166	1,577	2,188
Total Cadillac	4,965	3,766	9,630	143,302	155,902
Cavalier	4,417	3,078	7,495	142,527	182,359
Camaro	0	0	0	47,762	38,376
Camaro (Can.)	15	15	36	64	0
Corsica-Beretta	4,000	1,900	6,637	133,162	174,311
Lumina (Can.)	4,800	4,796	13,098	160,680	167,684
Caprice	2,001	672	3,235	75,427	97,294
Corvette	480	384	1,249	15,485	15,003
Astro (trk.)	3,109	1,117	4,288	103,478	69,356
Blazer (trk.)	457	402	1,347	18,120	5,594
Lumina APV (trk.)	980	744	2,494	32,907	30,760
Mediums (trk.)	173	113	370	5,230	1,367
P-model (trk.)	0	484	964	15,235	15,148
Pickup (trk.)	6,278	5,058	16,610	204,544	206,096
Pickup (Can. trk.)	2,750	2,731	7,651	126,182	100,595
S10 (trk.)	3,796	3,860	11,634	140,362	185,980
S10 Blazer (trk.)	3,615	2,041	7,816	93,226	30,244
Sportsvan (trk.)	316	214	571	12,276	30,005
Sportsvan (Can. trk.)	1,200	1,177	3,242	51,567	36,941
Suburban (trk.)	1,653	1,406	4,632	45,462	21,147
Total Chevrolet	40,848	30,192	93,367	1,423,696	1,486,269
Achieva/Calais	995	472	1,830	74,754	34,616
Cutlass Ciera	3,413	0	4,695	92,328	67,771
Cutlass Ciera (Can.)	0	0	0	0	41,089
Cutlass Supreme	0	1,867	3,625	57,052	75,858
Toronado	0	0	0	3,274	3,639
Eighty Eight	1,317	1,060	2,696	49,089	59,340
Custom Cruiser wag.	0	50	50	2,127	6,364
Ninety Eight	320	17	337	18,513	57,827
Silhouette (trk.)	172	141	423	9,956	14,490
Bravada (trk.)	157	191	530	8,666	11,211
Total Oldsmobile	6,374	3,798	14,186	315,758	372,285
Sunbird	1,633	1,134	2,767	58,481	84,938
Grand Am	6,085	2,783	13,274	182,467	90,658
Firebird	0	0	0	17,116	14,476
Firebird (Can.)	10	10	24	44	0
Grand Prix	2,560	1,934	6,448	79,259	74,835
Pontiac 6000	0	0	0	0	19,803
Bonneville	2,944	1,367	4,745	67,576	52,158
Trans Sport (trk.)	823	640	2,059	28,903	19,455
Total Pontiac	14,855	7,868	29,317	433,846	356,123
Yukon-Jimmy (trk.)	211	164	515	5,702	1,631
Medium (trk.)	286	224	716	14,337	2,553
P-model (trk.)	0	61	83	1,599	1,895
Pickup (trk.)	2,272	1,771	6,133	78,881	88,283
Pickup (Can. trk.)	900	909	2,735	46,245	36,958
Syclone-Sonoma (trk.)	1,076	974	2,916	36,181	44,790
Typhoon-S15 Jimmy (trk.)	1,179	756	2,632	29,644	11,016
Safari (trk.)	1,063	298	1,379	41,425	29,196
Suburban (trk.)	1,059	721	2,278	25,237	16,829
Vandura (trk.)	129	88	287	6,384	13,377
Vandura (Can. trk.)	500	504	1,353	22,282	16,070
Total GMC	8,675	6,470	21,027	307,917	262,598
Total Saturn†	4,488	4,488	8,988	144,879	63,298
Total U.S. car	49,808	30,311	97,275	1,713,874	1,655,988
Total Can. car	7,825	6,931	19,883	238,388	257,751
Total U.S. truck	28,804	21,488	76,676	967,795	859,423
Total Can. truck	5,368	5,321	14,981	246,276	190,584
GENERAL MOTORS	98,979	64,831	202,815	3,148,293	2,964,718
Can. car	0	1,900	3,360	70,643	74,954
Can. trk.	0	1,200	2,084	43,466	33,634
CAMI†	0	3,100	5,444	114,109	108,588
DIAMOND-STAR†	2,729	2,187	7,036	102,849	113,786
Civic	2,315	1,498	5,447	72,233	64,715
Civic (Can.)	2,020	1,715	5,401	78,724	78,261
Accord	7,137	5,247	18,017	272,702	265,435
Total U.S. car	9,452	6,745	23,463	344,935	330,150
Total Can. car	2,020	1,715	5,401	78,724	78,261
HONDA	11,472	8,460	28,864	423,659	408,411
HYUNDAI Sonata (Can.)	0	240	385	7,092	18,788
AUTOALLIANCE†	5,313	4,363	12,758	96,561	117,744
U.S. trk.	1,585	1,291	4,151	48,509	49,063
Can. trk.	250	191	611	6,379	5,142
NAVISTAR	1,835	1,482	4,763	54,888	54,205
Altima	2,498	1,777	5,717	13,760	0
Sentra	2,310	1,829	5,965	86,997	96,362
Pickup (trk.)	2,760	2,148	7,039	95,708	95,208
NISSAN	7,568	5,754	18,722	196,465	191,570
Geo Prizm	460	356	986	52,721	70,569
Toyota Corolla	460	404	1,038	74,701	80,291
Toyota Pickup (trk.)	1,500	1,424	4,486	48,913	178
NUMMI	2,420	2,184	6,510	176,335	151,038
Legacy	1,200	931	3,117	42,520	41,731
Pickup (trk.)	565	444	1,455	17,693	18,779
Rodeo (trk.)	935	759	2,456	30,839	19,721
Total U.S. car	1,200	931	3,117	42,520	41,731
Total U.S. trk.	1,500	1,203	3,911	48,532	38,500
SUBARU-ISUZU	2,700	2,134	7,028	91,052	80,231
Camry	3,911	4,860	12,642	173,778	136,263
Corolla (Can.)	250	142	472	48,300	47,268
TOYOTA	4,161	5,002	13,114	222,078	183,531
VOLVO 740, 940 (Can.)	120	96	283	4,858	5,748
AM GENERAL (trk.)	300	240	780	18,920	14,770
MISCELLANEOUS (trk.)**	1,920	1,536	4,992	120,848	97,340
Total U.S. car	100,862	90,527	275,251	4,045,235	3,876,000
Total Canada car	16,443	20,481	52,721	735,438	785,282
Total U.S.-Canada Car	126,305	110,928	327,973	4,780,665	4,661,371
Total U.S. truck	81,157	66,313	207,080	2,881,477	2,416,243
Total Canada truck	17,215	16,163	45,186	667,518	586,706
Total U.S.-Canada truck	98,372	82,476	253,874	3,568,995	3,002,949
TOTAL U.S.	191,019	156,840	483,148	6,926,712	6,292,232
TOTAL CANADA	33,658	36,564	97,907	1,422,948	1,371,988
TOTAL U.S.-CANADA CAR & TRUCK	224,677	193,404	581,047	8,348,660	7,664,329

e-Estimate *1991 figures reflect Grand Wagoneer production.

†CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; AutoAlliance includes MX-6, 626 and Ford Probe.

**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz

Source: Automotive News Data Center

All plants working on '93s

GWENDOLYN ZONGHETTI
Special Correspondent

Last week was the first full week of 1993-model production; all changeover downtime has ended.

Car production in the United States last week was scheduled at 109,862, up 21.4 percent over the prior holiday week but down 8.6 percent from the year-ago week.

Year-to-date U.S. car production is 4,045,235, up 4.4 percent from last year.

Truckmakers in the United States assembled 81,157 units last week, a 22.4 percent hike from the prior week, but a 4.9 percent drop form the year-ago week.

So far this year, 2,881,477 trucks have been produced, up 19.3 percent from 1991.

In Canada last week, carmakers scheduled production of 16,443 autos, plummeting 19.4 percent from the prior week and 33.8 percent from the year-ago week.

So far this year, car production in Canada is 735,430, down 6.3 percent from the last year.

Truck production in Canada last week was estimated at 17,215, up 6.5 percent over the prior week but down 10.8 percent from the 1991 week.

Year-to-date truck production in Canada is 687,518, up 17.2 percent from 1991.

Last week's scheduled car and truck production was shared as follows:

General Motors, 41.1 percent; Ford Motor Co., 27.2 percent; Chrysler Corp., 11.9 percent; Honda of America Manufacturing Inc., 4.9 percent; Nissan Motor Manufacturing Corp. U.S.A., 4.0 percent; AutoAllianceInternational Inc., 2.8 percent; Toyota Motor Manufacturing (U.S.A.), 2.0 percent; Diamond-Star Motors Corp., 1.4 percent; Subaru-Isuzu Automotive Inc., 1.4 percent; New United Motor Manufacturing Inc., 1.3 percent; miscellaneous, 1.0 percent; Navistar International Corp., 0.8 percent; and AM General, 0.2 percent.

Today, GM's Lake Orion, Mich., car plant begins a two-week schedule of one shift per day due to high inventories. The plant will resume two-shift production Oct. 5.

At the Janesville, Wis., truck plant, all vehicle lines except the Chevrolet Kodiak and GMC Top-Kick worked daily overtime last week. The postal line at the Moraine, Ohio, truck plant also worked daily overtime.

Ford slated daily overtime last week at the Atlanta and Chicago car plants and the Kansas City, Mo., and St. Louis truck plants.

Chrysler scheduled daily overtime this week at three car plants and five truck plants.

The car plants are: Belvidere, Ill.; Newark, Del.; and Sterling Heights, Mich. The truck plants are: St. Louis; Jefferson North (Detroit); Warren, Mich.; Toledo, Ohio; and Windsor, Ontario.